

Subject: RE: Updates/Questions & Next Week's Priorities

Date: Monday, November 2, 2015 11:44:44 AM Pacific Standard Time

From: Jessica Lall

To: Laura Hill

Jessica Lall
South Park BID
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From: Laura Hill

Sent: Friday, October 30, 2015 5:23 PM

To: Jessica Lall

Subject: Updates/Questions & Next Week's Priorities

Questions/Updates

- I suggested the week after our annual meeting & Linda Valentino said that was too close to the holidays. I followed up and ask about the week before our annual meeting (not ideal, obviously) and she hasn't replied yet. I would like to knock out DT Dance before the end of the year. I do want to consider though...what if Red Mango or Coco finds out and gets frustrated that they weren't prioritized? Just a thought. *We can say we were dealing with her back in April when she was supposed to open. I think this is a good reminder to not share anything about our coordination with others to biz to avoid them feeling like they are further ahead if that makes sense.*
- I had a call with Laureen from YWCA this morning. I was a little unclear from the call – I almost got the impression that the BID would be covering the cost for street banners (something they would like to pursue). We did have a good intro call and talked through the details of our sponsorship deck. *No no...our in kind sponsorship (which is what we are discussing) are things like eblasts, newsletter, social media, website ads. Things that we can do for them that don't cost us anything. Street banners are expensive and time consuming. This should be clarified in the sponsorship deck.*
- Our biz favors doc will be ready for you by Tuesday evening, after Claire's shift. We only have one column left. Would like to do a review after that, and then I will pass it off to you. *perfect*
- Everything is set for the HOA event with the exception of the invoice from Elleven — Melissa is leaving as you know, and her assistant emailed today that she is not available on 11/4 to take her place. I want all of our buildings to be represented, but not sure who to ask from Elleven to come and/or help contribute. I can follow up and ask that Elleven contribute even though management won't be there – a couple of their residents will be attending, Virginia Wexman is one of them. *Maybe see what Virginia and Jeff recommend.*
- In case there are any issues finding it, the compiled Resident Resource Packet is in our Events folder --> 15-1104 HOA Event ---> Packets.

Completed

- Residential packets draft 1 completed + inserts updated
- Logistics finalized for HOA event
- Regal Cinemas cancelled + cancellation notice plan created

Focuses Next Week

- Finalize SP II business list (district walk of SP II)
- Put on a super successful HOA event, and leave with an idea of building ambassadors.
- Community Engagement Plan: outline for you before the end of the week.

- Share business survey with anyone who have not met with yet; Continue to knock-out intro meetings with businesses
- Make a plan for Small Business Saturday – ideally with other BIDs downtown!
- To-dos for retreat (I can do this at home, just want you to know if will be addressed next week)

Sounds good!

Laura Hill

Communications and Policy Manager



South Park Business Improvement District

Celebrating 10 Years

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Check out our new website: www.southpark.la

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